



GOVERNMENT MEDIA MONITORING AND PUBLIC PERCEPTION OF TRAFFIC CONGESTION

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(Naskah diterima: 1 Juni 2026, disetujui 31 Juni 2026)

Abstract

This study examines the implementation of media monitoring conducted by the Protocol and Leadership Communication Division (Prokopim) of the Bandung City Regional Secretariat in managing public perceptions regarding traffic congestion issues in Bandung City. The study aims to analyze the stages of media monitoring carried out by Prokopim, including planning, data collection, data visualization, data analysis, and reporting. This research employed a descriptive qualitative approach through participatory observation, structured interviews, and literature study. The findings indicate that media monitoring plays a strategic role in identifying public sentiment, mapping issue developments, and formulating evidence-based communication strategies for local government leaders. Through monitoring mass media and social media, Prokopim was able to identify public concerns, criticisms, and support related to transportation policies and traffic management in Bandung. The results of media monitoring were subsequently used to develop communication recommendations, public information strategies, and issue management approaches aimed at maintaining public trust in the government. Although the monitoring process is still conducted manually and has not fully utilized digital analytic tools, media monitoring has functioned as an important communication intelligence instrument in supporting government public relations activities.

Keywords: *communication intelligence; media monitorin; public perception; public relations; traffic congestion*

Abstrak

Penelitian ini membahas pelaksanaan media monitoring yang dilakukan oleh Bagian Protokol dan Komunikasi Pimpinan (Prokopim) Sekretariat Daerah Kota Bandung dalam mengelola persepsi publik terhadap isu kemacetan di Kota Bandung. Penelitian ini bertujuan untuk menganalisis tahapan media monitoring yang meliputi perencanaan, koleksi data, visualisasi data, analisis data, dan pelaporan. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa observasi partisipatif, wawancara terstruktur, dan studi kepustakaan. Hasil penelitian menunjukkan bahwa media monitoring memiliki peran strategis dalam mengidentifikasi sentimen publik, memetakan perkembangan isu, serta merumuskan strategi komunikasi pimpinan berbasis data. Melalui pemantauan media massa dan media sosial, Prokopim dapat mengidentifikasi kekhawatiran, kritik, maupun dukungan masyarakat terhadap kebijakan transportasi dan penanganan kemacetan di Kota Bandung. Hasil media monitoring kemudian digunakan sebagai dasar penyusunan rekomendasi komunikasi, strategi publikasi, dan pengelolaan isu untuk menjaga kepercayaan publik terhadap pemerintah daerah. Meskipun proses monitoring masih

dilakukan secara manual dan belum sepenuhnya memanfaatkan teknologi digital analytics, media monitoring telah berfungsi sebagai instrumen communication intelligence dalam mendukung kegiatan humas pemerintahan.

Kata Kunci: humas pemerintahan; kemacetan; media monitoring; persepsi publik; strategi komunikasi.

I. INTRODUCTION

Government public relations has an essential role in maintaining communication between government institutions and society, particularly in responding to public issues that rapidly develop in the digital era. The widespread use of digital media and social networking platforms has transformed the communication landscape into a more open, interactive, and participatory environment. Public opinion regarding government policies can spread quickly through online media and significantly influence public trust toward government performance. In this context, government public relations is not only responsible for disseminating information but also for identifying public sentiment, analyzing issue developments, and formulating strategic communication based on societal dynamics

One communication approach widely used in government public relations activities is media monitoring. Media monitoring refers to the systematic process of collecting, observing, analyzing, and evaluating information disseminated through mass media and digital platforms. Through media monitoring activities, government agencies can identify public responses to policies, detect communication risks, and evaluate the effectiveness of communication strategies implemented by public agencies. Media monitoring also serves as a communication intelligence instrument that supports evidence-based communication practices within government organizations.

As the institution responsible for leadership communications within the Bandung City Government, the Protocol and Leadership Communication Division (Prokopim) of the Bandung City Regional Secretariat conducts media monitoring to identify emerging issues and understand public perceptions regarding traffic congestion in Bandung City. Prokopim monitors information disseminated through online, print, and social media platforms to identify issue trends, analyze public sentiment, and formulate communication recommendations for government leaders. Findings from media monitoring activities are used to support leadership communication strategies, issue management, and the policy publication process related to transportation and traffic management in Bandung City.

Ideally, government public relations should implement evidence-based communications supported by digital monitoring systems, real-time analytics, and integrated communications management. Government communications activities are expected to produce objective and measurable public perception data to support strategic communications and policy decision-making processes. However, in practice, media monitoring activities in many local government institutions in Indonesia are still carried out manually and rely heavily on subjective interpretations by communications officers. This condition creates a gap between the ideal implementation of digital-based government communications and the actual implementation of media monitoring practices in government institutions. As a result, the processes of issue detection, sentiment analysis, and communication responses often experience limitations in terms of speed, accuracy, and data integration. Several previous studies have discussed media monitoring practices in the context of public relations and organizational communication.

II. THEORETICAL STUDIES

Government public relations plays a strategic role in building communication between the government and the public through information dissemination, issue management, and public opinion formation. In practice, the function of government public relations extends beyond disseminating policy information to map public perceptions of emerging issues in the public sphere. One of the instruments used to carry out this function is media monitoring. Media monitoring is the systematic monitoring, collection, analysis, and evaluation of information disseminated through mass media and digital media. According to Arfidhiya, Hafiar, and Priyatna research, media monitoring is conducted to understand public sentiment toward a particular issue, institution, or policy. In the government context, media monitoring serves as a tool to identify public perceptions, map the dynamics of public opinion, and detect potential communication crises early on.

On the book *Public Relation*, explain that research and evaluation are crucial components of public relations practice because they form the basis for developing an organization's communication strategy. Media monitoring is part of this research function because it can provide empirical data on how the media frames issues and how the public responds to government policies. Thus, monitoring results can be used to determine more adaptive and responsive communication steps. From an issue management perspective, that organizations need to identify issues, analyze them, develop communication strategies, and implement communication actions as part of the issue management process. Through media

monitoring, organizations can determine the urgency of an issue, determine priority handling, and prepare appropriate communication strategies before the issue escalates into a crisis.

Furthermore, media monitoring is also related to the concept of evidence-based communication. Effective public communication must be based on empirical data and measurable analysis, not just assumptions or organizational intuition. Therefore, media monitoring is a crucial instrument for government public relations in producing communication intelligence reports that can be used as a basis for public communication decisions.ate communication strategies before the issue escalates into a crisis.

In this study, media monitoring is understood as the monitoring of mass media and social media carried out by the Protocol and Leadership Communications Section (Prokopim) of the Bandung City Regional Secretariat to manage public perception of traffic congestion issues in Bandung. The research focuses on the media monitoring stages, including planning, data collection, data visualization, data analysis, and reporting.

III. METHOD

This study uses a descriptive qualitative method to examine the implementation of media monitoring carried out by the Protocol and Leadership Communication Division (Prokopim) of the Bandung City Regional Secretariat in managing public perception regarding traffic congestion issues in Bandung City. This research was conducted during the job training period from July to September 2025 at Prokopim, Bandung City Secretariat, Bandung City Hall, West Java. A qualitative approach was used to gain an in-depth understanding of media monitoring practices and communication strategies implemented in government public relations activities. Data collection techniques consisted of participant observation, structured interviews, and literature studies. Participant observation was conducted through direct involvement in issue monitoring activities, while interviews were conducted with members of the leadership communication team to obtain information regarding the stages of planning, data collection, visualization, analysis, and reporting of media monitoring activities. Literature studies were conducted through a review of academic journals, books, government regulations, and previous studies related to media monitoring and government public relations. The collected data were analyzed descriptively through data reduction, data presentation, and conclusion drawing.

IV. RESULTS

The results and discussion section presents findings obtained from participant observation, structured interviews, and a literature review on the implementation of media monitoring conducted by the Protocol and Leadership Communication Division (Prokopim) of the Bandung City Regional Secretariat in managing public perception of traffic congestion issues in Bandung City. The analysis focuses on the stages of media monitoring, including planning, data collection, data visualization, data analysis, and reporting. The findings are analyzed descriptively to examine how media monitoring functions as a communication intelligence instrument in supporting government public relations activities and strategic communication decision making.

Planning Stage in Media Monitoring Activities

The media monitoring planning phase conducted by the Protocol and Leadership Communication Division (Prokopim) of the Bandung City Regional Secretariat demonstrates the implementation of issue identification in government public relations practices. Based on the findings, traffic congestion is categorized as a high impact issue because it directly affects public mobility and public trust in the local government. The monitoring process begins with identifying strategic issues circulating in online, social, and print media, followed by determining monitoring objectives, media channels, and communication priorities. Prokopim also monitors discussions from the public and external stakeholders to understand how transportation policies are perceived by the public. Emphasizes the importance of identifying strategic public issues before they develop into communication crises. Furthermore, Prokopim's communication planning is not only based on media trends but also aligned with leadership policies and public communication objectives. The institution formulates communication strategies through publications on transportation policy developments, optimization of government social media accounts, and development of leadership narratives related to public transportation issues. These findings indicate that communication planning within Prokopim has been developed based on issue mapping and public perception analysis, rather than solely relying on a reactive communication approach.

Data Collection Stage in Media Monitoring Activities

The data collection stage in media monitoring is a crucial process in supporting evidence-based government communication. Prokopim collects information manually through online media monitoring, social media observation, print media reviews, and coordination with technical government agencies such as the DISHUB Kota Bandung and DISKOMINFO Kota Bandung. Although the agency has not yet implemented an automated digital monitoring

system, the monitoring process is carried out regularly and continuously to maintain the validity and relevance of the information. Findings indicate that Prokopim applies a multi-channel monitoring approach by integrating information from government agencies, academics, transportation observers, activists, and the general public. This practice reflects the concept of cross source verification in media monitoring, which emphasizes the importance of obtaining information from various media channels to reduce interpretive bias and increase communication accuracy. According to Macnamara (2018), the quality of communication analysis is greatly influenced by the diversity and reliability of the information sources used in the monitoring process. However, the lack of digital analysis tools indicates that Prokopim's media monitoring activities still rely heavily on manual interpretation and direct observation, thus limiting its ability to detect rapid changes in public sentiment across various digital platforms.

Data Visualization Stage in Media Monitoring Activities

Table 1. Media Online Analytics Report on Issues in Kota Bandung

Issue	Analysis	Leader Recommendation	Publication Recommendation	Related OPD
Traffic congestion	Increasing traffic density and transportation inefficiency in several areas of Bandung City.	Strengthening the Metro Jabar Trans, DAMRI, BRT, electric public transportation, and AI-based traffic light programs.	Transportation infographics, social media campaigns, and public transportation education.	DISHUB Kota Bandung
Public transportation integration	The public transportation system is considered not yet fully integrated.	Improving transportation accessibility and intermodal integration.	Publication of feeder routes and transportation accessibility information.	DISHUB Kota Bandung, BAPPEDA Kota Bandung
Government communication congestion issues	Public engagement regarding transportation policies remained limited.	Strengthening evidence-based communication and leadership narratives.	Digital campaigns through @halobandung and local media collaboration.	Prokopim Setda Kota Bandung, Diskominfo Kota Bandung

Source: Prokopim Setda Kota Bandung Documentation, 2025.

The findings presented in Table 1 indicate that the visualization process conducted by Prokopim serves as a strategic communication intelligence mechanism in government public relations activities. By transforming monitoring data into analytical reports, Prokopim is able to simplify complex public discussions about traffic congestion into structured communication information that can support leadership decision making. The reports not only present trends in public issues and concerns but also provide communication recommendations, publication strategies, and inter-agency coordination plans. These findings support Macnamara's (2018) argument that media monitoring data gains strategic value when transformed into visual communication intelligence capable of supporting evidence based communication practices. Therefore, the visualization stage in media monitoring is not limited to the visual presentation of information but also functions as a communication support system in managing public perception of transportation issues especially in the city of Bandung.

In the data visualization phase, Prokopim prepares daily, weekly, and monthly media monitoring reports containing graphs, tables, issue categorizations, and narrative summaries related to traffic congestion in Bandung City. The daily reports focus on media coverage and public sentiment, while the weekly and monthly reports provide broader information on issue developments, how issues are addressed, and strategic recommendations for government leaders.

Figure 1. Media Monitoring Reports of Prokopim Setda Kota Bandung



The visualization process demonstrates that media monitoring within Prokopim functions not only as administrative reporting but also as a strategic communication intelligence mechanism. Through graphs, issue mapping, and recommendation reports, complex public discussions on transportation issues can be simplified into communication information that supports leadership decision making. Monitoring data gains strategic value

when transformed into visual communication patterns that are more easily interpreted by decision makers. However, because the visualization process is still manual, the monitoring system does not yet fully support real time analysis of rapidly changing public sentiment in the digital media environment.

Data Analysis Stage in Media Monitoring Activities

The data analysis phase focused on interpreting public sentiment, media narratives, and developments related to traffic congestion in Bandung City. Prokopim classified traffic congestion as a high-priority issue because it impacts public perception of government performance and transportation policies. The analysis process involved reviewing online media, social media discussions, and transportation data such as the TomTom Traffic Index to identify dominant public concerns and determine appropriate communication responses.

The findings indicate that Prokopim applies issue prioritization in managing transportation issues and formulating communication strategies. This practice reflects of issue management, which emphasizes the importance of identifying and analyzing strategic issues before they escalate into communication crises. Furthermore, the integration of media monitoring findings with transportation data demonstrates the implementation of evidence-based communication in government public relations practices. However, because the analysis process is still conducted manually, interpretation of public sentiment remains dependent on the analyst's perspective and has not fully utilized real-time digital analytics systems.

Reporting Stage in Media Monitoring Activities

The reporting stage functioned as the final process in media monitoring activities conducted by Prokopim Setda Kota Bandung. Monitoring findings were compiled into daily, weekly, and monthly reports containing issue summaries, sentiment analysis, and strategic communication recommendations related to traffic congestion issues in Kota Bandung. The reports were distributed to government leaders and related institutions to support communication planning and policy decision making.

The findings show that media monitoring reports functioned not only as administrative documents but also as communication intelligence reports supporting government communication strategies. Monitoring reports should provide strategic interpretations of public discussions and media developments. However, the reporting system was still based on static documents and had not yet integrated adaptive real time digital analytics systems, limiting the speed of communication responses toward rapidly changing public sentiment in digital media environments.

V.CONCLUSION

Media monitoring conducted by the Protocol and Leadership Communication Division (Prokopim) of the Bandung City Regional Secretariat has played a strategic role in managing public perception regarding traffic congestion issues in Bandung. Through planning, data collection, data visualization, data analysis, and reporting, Prokopim is able to identify public sentiment, map issue developments, and formulate communication recommendations related to transportation policy and congestion management. Findings indicate that media monitoring serves not only as an information monitoring activity but also as a communication intelligence mechanism that supports evidence-based government communication practices. However, the monitoring process remains manual and has not been fully integrated with real-time digital analytics systems, limiting the effectiveness of communication responses to rapidly changing public sentiment in the digital media environment.

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